

From: [McGuire, Chris](#)
To: [Guerrero, Dan](#)
Date: Tue, 05 Mar 2013 17:10:15
Subject: RE: adidas Updates
Attachment(s): 0

Got it, thanks

From: Toth, Glenn [mailto:gtoth@athletics.ucla.edu]
Sent: Tuesday, March 05, 2013 4:56 PM
To: McGuire, Chris
Cc: Guerrero, Dan
Subject: adidas Updates

Thanks Chris. We proceeded from some incomplete information and have since received confirmation from our store that indeed they are participating in the retail component of this. Our misinformation had its roots in the fact that the store had not yet received its product – fully corrected now.

Glenn

From: McGuire, Chris [mailto:Chris.McGuire@adidas.com]
Sent: Tuesday, March 05, 2013 4:52 PM
To: Guerrero, Dan; Toth, Glenn
Subject: Updates

Dan and Glenn:

Based off of our call yesterday, I wanted to provide you with the some updates, with more to come:

- 1) I received confirmation this morning that Michigan is wearing the jerseys in Navy only at some point during the conference tournament.
- 2) Your bookstore did bring in product for retail, 144 of each color way. Coincidentally enough, they called today looking for additional product

I will have a full sales report (stores and sell through) by the end of the week as the product,

in some cases, is just leaving our warehouse. Additionally, Champs is committed to featuring UCLA in 10 doors in and around your market (the displays will go up next week). That is a big win for both of us.

Some other tidbits to share from other schools:

- Kansas bookstore as already sold out of the uniforms and have placed a second buy
- Our Dicks Sporting Goods rep said that they are at a 50% sell through 2 days after delivery of the product. The buyer said this might be the best thing we've ever done...

All in all, after the initial noise, we have a lot of positives right now.

I will report back as more information becomes available.

Let me know if you have any questions.

Thanks

Chris

Chris McGuire

Director of Sports Marketing

adidas America

5055 N Greeley Ave

Portland, OR 97217

971-234-4234 (o)

From: Guerrero, Dan
Date: * No Date *
Subject: Fwd: NCAA Men's Basketball Uniform Reminder
Attachment(s): 1

GT,

Did Ryan share this with you?

The bleed is not what we are planning to wear. No problem there. Can we wear the Camo?

Sent from my iPhone

Begin forwarded message:

From: "Guerrero, Dan" <dguerrero@athletics.ucla.edu>
Date: March 8, 2013, 11:36:34 AM PST
To: Gloria Nevarez <gnevarez@pac-12.org>
Cc: Kevin Weiberg <kweiberg@pac-12.org>
Subject: Re: NCAA Men's Basketball Uniform Reminder

Thanks Gloria.

We do not intend to wear the "bleed" uniform in post season. This is the all-blue uniform we wore at home against USC this season.

The uniform we are planning to wear one-time in the PAC -12 Tournament is the camo uniform. This is the one that has been depicted in the Adidas release of the last week.

We can talk about it later.

Thanks again.

Dan

Sent from my iPhone

On Mar 8, 2013, at 11:04 AM, "Gloria Nevarez" <gnevarez@pac-12.org> wrote:

Dan,
Don't know if you've seen this memo. Looks like it's from the NCAA to Adidas. UCLA is mentioned specifically.
Let's chat at Key later,
g.

From: <Ferguson>, Ashlee <aferguson@ncaa.org>
Date: Friday, March 8, 2013 10:10 AM
To: "travis.blasingame@adidas.com" <travis.blasingame@adidas.com>
Cc: John Adams <jwasports1@aol.com>, John Dunne <jdunne@spc.edu>, "jclougherty@theacc.org" <jclougherty@theacc.org>, Rick Boyages <rboyages@bigten.org>, "gboud@bellsouth.net" <gboud@bellsouth.net>, Curtis Shaw <user211715@aol.com>, Ed Rush <edrush64@yahoo.com>, "art.hyland@comcast.net" <art.hyland@comcast.net>, John Underwood <junderwood@big12sports.com>, Paul Brazeau <pbrazeau@bigeast.org>, Karl Hicks <khicks@theacc.org>, Mark Whitworth <mwhitworth@sec.org>, Gloria Nevarez <gnevarez@Pac-12.org>, "Mark.Geller@adidas.com" <Mark.Geller@adidas.com>, "Ashley.Yergler@adidas.com" <Ashley.Yergler@adidas.com>, "Alan.Recker@adidas.com" <Alan.Recker@adidas.com>, "Jeremy.Lowey@adidas.com" <Jeremy.Lowey@adidas.com>, "pwarden@athletics.tamu.com" <pwarden@athletics.tamu.com>, "Jerome_Tang@baylor.edu" <Jerome_Tang@baylor.edu>, "Ryan.Lynch@adidas.com" <Ryan.Lynch@adidas.com>, "Kurt.Kinnaman@adidas.com" <Kurt.Kinnaman@adidas.com>, "dan.moye@adidas.com" <dan.moye@adidas.com>, "v.tatum@louisville.edu" <v.tatum@louisville.edu>, "Stephanie.Temple@adidas.com" <Stephanie.Temple@adidas.com>, "jeff.robbs@adidas.com" <jeff.robbs@adidas.com>, "Geoffrey.Brown@adidas.com" <Geoffrey.Brown@adidas.com>, Dan Gavitt <dgavitt@ncaa.org>, Ty Halpin <thalpin@ncaa.org>, "Poppe, Dennie" <dpoppe@ncaa.org>, Rachel Seewald <rseewald@ncaa.org>, "Taylor, Bradley" <btaylor@ncaa.org>
Subject: NCAA Men's Basketball Uniform Reminder

Mr. Blasingame,

Please see the attached correspondence regarding the Adidas "bleed" style uniforms.

Thanks!

Ashlee Ferguson

Coordinator, Championships and Alliances

NCAA

P.O. Box 6222

Indianapolis, Indiana 46206-6222

(w): 317-917-6145

(c): 317-373-8423

(f): 317-917-6800

<mailto:dlovell@ncaa.org> aferguson@ncaa.org



VIA ELECTRONIC MAIL

March 8, 2013

P.O. Box 6222

Indianapolis, Indiana 46206

Telephone: 317/917-6222

Shipping/Overnight Address:

1802 Alonzo Watford Sr. Drive

Indianapolis, Indiana 46202

www.ncaa.org

Mr. Travis Blasingame
Global Director of Basketball Apparel
Adidas, Inc.
5055 N Greeley Avenue
Portland, Oregon 97217-3524

Dear Travis,

I am writing to follow up on my letter of January 4, 2013 regarding the waiver granted by the NCAA Men's Basketball Rules Committee to allow the Adidas "bleed" style uniforms to be worn by the teams of institutions noted in that letter. As a reminder, these institutions are: Baylor, Cincinnati, Indiana, Kansas, Louisville, Michigan, Nebraska, North Carolina State, Notre Dame, Tennessee, Texas A&M, UCLA and Wisconsin.

As we approach the end of the regular season, this is a reminder that the waiver of January 4, 2013 does not apply to post-season basketball tournaments. Accordingly, the "bleed" style uniforms will not be permitted in the NCAA Division I Men's Basketball Tournament, the National Invitational Tournament or any other postseason event. We will advise all NCAA institutions who received the previous waiver about the post-season requirement.

Please be assured that the rules committee will review its rules at the May, 2013 meeting and welcomes your feedback and suggestions. Let me know if you have any questions and please be assured that the rules committee looks forward to working with you on future uniform design issues.

Sincerely,

A handwritten signature in cursive script that reads "Art Hyland".

Art Hyland
Secretary-Rules Editor
Men's Basketball Rules Committee

AH:af

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Mr. Travis Blasingame

March 8, 2013

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cc: Mr. John Adams

Mr. John Dunne

Selected Conference Coordinators of Officials

Selected Conference Men's Basketball Administrators

Selected Institution Representatives

Selected NCAA Staff Members

From: [Toth, Glenn](#)
To: [Perri, Tony](#)
Date: * No Date *
Subject: FW: Uniform Request
Attachment(s): 1

Which one of you is getting this done ?

From: Guerrero, Dan
Sent: Monday, March 18, 2013 11:37 AM
To: Toth, Glenn
Cc: Perri, Tony; Howland, Ben; Edney, Tyus; Dalziel, Leslie; Dowling, Mike
Subject: FW: Uniform Request

Glenn,

Please handle this and work with Tony to make certain that we forward the appropriate photos as requested. The photos must be received by the NCAA (Brad Taylor) by 3pm today.

Tony Perri may be working on this already.

We will wear our standard home and away uniforms and will not wear the alternate adidas uniform in the tournament.

Thanks.

Dan

From: Taylor, Bradley [mailto:btaylor@ncaa.org]
Sent: Sunday, March 17, 2013 8:12 PM
To: AD
Cc: Perri, Tony; Howland, Ben; Edney, Tyus
Subject: Uniform Request

Dear Mr. Guerrero,

On behalf of the NCAA, congratulations UCLA on receiving an at-large berth into the 2013 NCAA Division I Men's Basketball Championship.

As you continue to prepare for the tournament, we ask that you email a color photo of the uniforms (both 'home' and 'away' and 'front and back') that you will be bringing to the tournament to Brad Taylor at btaylor@ncaa.org as soon as possible, but no later than 5 p.m. Eastern time, Monday, March 18th.

On Selection Sunday, you will receive a memorandum from the chair of the Division I men's basketball committee, Mike Bobinski, outlining sportsmanship expectations during this year's championship – including the above uniform request.

With the variety of uniforms that teams will be wearing for the championship, we want to ensure that all uniforms are readable and visible to both the game officials and fans. We will also provide a reminder of this request to your primary administrators on the mandatory Monday, March 18 call with the tournament hosts.

Again, congratulations on a successful season. If you have any questions regarding this request, please contact me at (317) 966-6763.

Sincerely,

Brad Taylor

Assistant Director, Men's Basketball Championships

NCAA

P.O. Box 6222

Indianapolis, Indiana 46206-6222

(w): 317-917-6778

(c): 317-966-6763

(f): 317-917-6827

btaylor@ncaa.org

cid:image002.png@01CD285F.6E713710